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"May ye be aboot as lang as ye like.





WHY DO SO MANY DISCRIMINATING FAMILIES prefer the new Pontiac Torpedo'?

IX COURSE AND THE Principle "Traversity" picketers per and has become of the positive brilliance of the "Torquela's"

in Torpedo menne una masar

Nos una, but vil ci those poles quodenneg meritane el
the new Pourist "Torpedo" we think deserve the eyele

for "Toronts" Space Coops Noticeword at Pennius Moch.

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"To n.60" 4- Door Tourier Sides, or Ellermond \$1000.

TORPEDO EIGHT



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"Met the house of the house of

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May. 19 10



you renders are always going places



NAN DOOR AT THOSE TAKE A CAMPAIN ACCORDING 153,000 of you half-o-malays Evenors readers after \$250.50 per

IIDII purchase annually (for business tracel only) 1,540,461 transportation tickets

Here a the Startegy Esquar's 200,000 because purplers



"I WONDER IF I'VE REEN MISSING SOMETHINGS"

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WHEN MONEY DOESN'T COUNT...

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America's Costliest Blended Whiskey

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WHEN MOVED BRENCH COUNT CALL FOR LORD CALVERT



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Goodrich Presents

The Smartest Thing on Wheels





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Meg. 10.00



THROUGH THE CLOUDS

Penetration the clouds of confusion which embroud even the third, the World-Talancam offers New York a visit classical elevatels of the international also News the day it breaks - World-Telegrammed - skilfully reported, clarified and condensed. *Here is a newspaper whose bride is a quick, condid, interesting resund of the basic issues - a newspaper purposaly patterned for the million alert. repearated white is over 400,000 of the Cat/s "best families".... people whose high L.Q. appreciates the least reporting and able interpretation of its every-eve-



New York World-Telegram BY-OF-AND-FOR NEW YORKERS CRIPPS, HOWARD NEWSPAPER

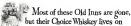


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600 Fifth Assess IT West 50th Street

GOLD BRICKS FOR SALE!

You wo've offerest you a dollar's worth of forther-touch of a Master Barber, bellows Nusseum lather, stotle autrements and bea-

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TERMINAL BARRER SHOPS

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The story of the 'Washer









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Report Advers STEAMIN SEVERAGE CORP.









An Important Announcement In honor of the most expectant crop of Fathers in the whole Nation's History *



· Experient methors are no news to America or tay For your beck before 1908 . . before Exprise started beating the mong around for Father's Day, most fember for the good they did ... except a few deededs at

But Europe physical all that . . . and not from alteration eltraistic motives either . . . though it was fitting emough for the old man's corner. And inday so langer is Fother's Day (Isso in the nation's reconstruction. Today ... william of fathers are expecting, pages then ever before, the galls that are their night on the day set assis for them. That's why Esquire as going on a

Day divideed in colabortion of this new national heliday. So let's male it a date in honor of Dad. Bight here . . . same tame . . . some place . . . Nest Mouth , . , for your share in Records 1940 Eather's Day with combra. DON'T MISS. TO

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Meet a man who is on his toes



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MAKE THIS TEST

SIXTH DAY TRY TO DRINK A SWEET BEER, YOU WILL WANT BUDWEISER'S FLAVOR THEREAFTER.









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Will YOU be kicking yourself June 16?



weight in the homes of whatening farefiles for The Sun! This newspaper, with its annual \$500 competition for the best Father's Day compagn and its powerful, practical, all-round program of Father's Day promotion is an advertiser's ideal medium. Getting the rout out of Father's Bay and The

New York Sun's consprehensive sales program this year in motitor of making plans must fee an adoquate company of advertising and surchambling. To have the facts about Father's Day in New York early, just use the coupon at right. But do it tolay.

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CHICAGO ROSSEY SAN PRANCISCO SOS ANGELES

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NEW YORKER **CONFUCIUS SAT** ORE GAY IN MAY FDDIE DAVIS BALTY ALL CAPY LINE

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Beauty beyond words . . . savings beyond question

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PAINTING THE TOWN WITH ESQUIRE



NOTHING LESS MILL OF ENDMAR VINDERS CO. INC. N. Y





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Stalin, Undertaker of the Revolution

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AN DIEGO BIVEBA

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ANONYMOUS

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Pat Hobby and Orson Welles

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by F. SCOTT FITZGERALD

· FRI 1103 ·

What is the Web-** Introduced Learn to prove the New Months of the despite the state and crossed the state in the lot that



"There's on eather dropped in with a manuscript, Fingser-



"Fre had three colonels and a general shot from under me!"

Mee. 10.10 ESOCIRE



"Good morning dear?"

Two Born Bachelors

This after William and Howard had spent twenty-five years together.

winking quietly over their brands! by STANLEY LOGAN

Who are considered the Cope Case English and appear which is distributed to the Cope Case English and appear would not be worth the Cope Case English and appear would not be used to be found the Cope Case English and appear



"Jarris, I have that you're been making person at the could—well.









Systemas stat Per disco., the protection and,

American Sugar Daddy Advertising has played a codific role

in the molding of such American artists as Hemiseway, Lewis, Petty and Thurber

by LOVELL THOMPSON

Otto sens up of het als Promotop on

Take These Things Hence

Michael was young to be a soldier, tired from marching and it was his first pight sleening in a trench

by MANUEL KOMBOFF

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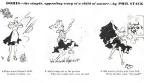


"Necessal designed safty 2" recombing scales in review



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"I'm cetting tweet of being probed reused by Muskeolor"













How 1 Made My Start

Naturally the way to get a job with the Botts Manufacturing Company was to det as chummy as Hell with President Botts

bu RICHARD ADAMSON

I was quiting time, and of the employees from the Dette Manufacturing

"That's a fast about yes," 2 possed out. "Ent's majorie" by and "That was not

"Dad's reta." I sad with event expresses







"Sure, we'd love to came, Wetsel. But don't you go telling me it's informal

ENGLISE May, 1919



"Fas especting Mr. Ringgold, Alice, so you'd better leave the moon"



Pick Up Your Money

barrained for when he went through e manbole to bring back his querter

by DONALD BARR CHIDSEY

Thomas of delivery and strong their

"Now yet your own light on when I got ... sirret. Delay he hased the solt, even when he





Al was arrest enging Scottish grauna

Take Another Bow. Honey! Picture Clifton Webb and Milton Berte without their manner. Paul Mard without Rells, Searce Bait without The Killer by SIDNEY SKOLSKY

64

It's Sporting To Guess Wrong

Sports writers are seldom bought with money, but they often fell for so-called "Inside stories"

by CURT RIESS





Seven Moments of Love

IV-DALEDEAK









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An Un-Sonnet Sequence in Blues A LANGSTON HIGHES DESTRUCES BY E-SPANS COMPRESS

I-THIRDSHT PEYERIE





If the radio was good 150 get KDQ



May, IP co

Her hearty made her seem quattainable to him and she was sarrounded, perhans

by intention, with an air of mystery by HAROLD HAWKS

HARTMAN, Will Great read up a base



"Well, that eliminates the enteredy of human a heart to kent; talk with ker"



"That's \$6.80, sir. D's a seemna give up? No biss is seerth that kind of dough"



ENGLISHE Non-ID-R



William's a formed Grandman fells about these bein' malebbors on Fother side of these trees?"

Home Ties of a Human Cannonball

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And the first manner of th

Six years ago they'd called him "Jacy 'Extra-Bases' Cantleld" and

he'd had a signble parcel of fans bu LOUIS ZARA

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"Haling What? Where?"

"Easy, beyo, he can so a honderd around"

The Jungle Quints

So iar the chief had six daughters and the Djakas plauned a threeday least to celebrate his lirst son

by WILLIAM LAVARRE

The state of the s

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"Nest mouth is June, siz. Im't it about time you storted thinking for not hering your graduating festionity leathers."







"He says to Hell with the overtoo

You're an overnight sucker if some exete bound will teach you and you

learn how to drive in nothing that to DANIEL LUNDBERG



-he's the father of an eight-pound boy!"

So You Can't Smoke a Pipe

It's a simple art, capable of mastery by the veriest dope, but it has two vital secrets

bu J. E. KEITH

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Silver these represents, of secure-tensions

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"Do you ever have shore when mething arress to go wrong"

"He left we one night and never came back—I guess I was just a passing juncy"

Roan Horse Climbs the Golden Stairs

When he couldn't be moved by throats of Holl Mrs. Mobally tried "the concetedcon cell"

by HOMER CROY

Read to the last of his shore and expe-



May, rese



Poets Can Learn from Acrobats

If the message of the neets is so all-fired important why don't

IN GILBERT SELDES

Some years ago the lete Lawrence Gilese





"Well, I pass that just about overs our advertising compaign for 1907"

Look to a White Knight

for these does can be traced for over a thousand years, back to early Tibet

by ROGER TREAT

Marries and his freed on before the bage







A DUTER FOR THE STOLT-BEARTER POORTS.

One Frenk points show the chira stone (product on a burning day, with signed ever, bridge

Biddle: Early American in Art

You'd expect screety of George Blddle but lds very versatility

shows self-doubt, restlessness

by HARRY SALPETER

Greeze meson as a mil-born areas, the decondent on both sides of new risk











THE PROPERTY AND ADDRESS.

First Nights & Passing Judgments

Is William Saroyan, who unblashingly claims be's a cenius, autre eracked. slightly potty, or merely immuture?

bu GEORGE JEAN NATHAN in test? Everyook loose what it is?

Palest for some mertin car has been

bellet . As I see it the king protable



"Note house" How would you him to have disper with mosest your forms?"



PRINTED BY JEAN-GARDS - BIANA BARRYMORE - PAINTED BY JEAN-GARDIEL BOMERGER

ESOTIBE

Mag. 19-69

Crusade for Children

Thunkini they are Americans, school children will rive their neunles to help refugee children in other lands

by BAYMOND GRAM SWING

Not the finish their two for family

ment deried of particularly and opposi-





Fishing at Your Doorstep

Suggesting the only way to handle those sombisticated fish that come

from hatcheries is to match then

bu WILLIAM J. SCHALDACH

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A Portfolio of Aquatints





A FFEMAL MEN



GAND BIX - BREEK BOOK



A PRESENCE MAN PROFE - ATTLANCING SALDIN

Someone should debunk the loreign

correspondents who show enterprise ne learnen hat little intelligence

by CHARLES RUTHERFORD

Reason forms formative years! So has the Oppositud. But from any ab-





"For the others 'been d'accures', but for you I got under the naphin, a lost pastraoui sandaich"

Dutchman's Delight

Hollanders take their gin neat, savoring the juniper, angelica, coriander and other line aromas

by LAWTON MACKALL

No with the second state of the second state o

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Marghard Jockey Club



Meg, 13 12



"And if you start to mine it-Fill local year neck!"

Roulades and Cadenzas

Bob Crosby's hors ignore his better, play as they please.

and it comes out Dixieland

by CABLETON SMITH

Districts Jun is they become. They becker one end-bet have remoted—that from about shown or the Assessa set by



"Fore good, sle-su long as it's not a connect contrary end

The Candid Cameraman

While he hids farewell to these pages, our critic salutes the growing trend toward art illers

by PATTERSON MERPHY

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ESQUIRE

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Esquire on the Record

Reviewing spirituals and "sinfals," Sandburg and his guitar, scenes from Abe Lincoln, the Ernest Block Sounte

by CABLETON SMITH

Slightly Bustle

Thanks to the bachelor's pal. the canned food manufacturer. all of these recipes are same

by ILES BRODY

Acres the queton only oils for a

total I want by maned bloom is a delic-







The Professor from Fairview

John Scarne, warid's greatest card man, can stop his puise or hypnotize two prize fighters at the same time

by SIDNEY CARBOLL

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Swanson picks his racing cars for speedhis cigarettes for slow burning



Slower-Burning Camels Give the Extras



MORE PLEASURE PER PUFF MORE PUERS PER PACK!



5 EXTRA SMOKES DER DACK!

Camels _ the cigarette of Costlier Tobaccos

His coing to Airles was almost inevitable: it was the "he-man" sort of thing that he would du

by R. R. GATTI

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Two Born Bachelors

"Second right " and William to and then the find of these both to be. William to distribute of the Political Contract of the contract of the

Esquire's Five-Minute Shelf

A MAN'S SCHOOL TO YES MANTHERS



"Paging Mr. Morris Goldstron-Mr. Morris Goldston, Exclusive Misses' Bresses. 161 Brondway-maring Mr. Marrism"

Statio Testantakon of the Bountation

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NAME PLAP OF PAGE PEPPOSITE



SCHENLEY "SWALLOWS" SING:

A Highball Tastes Up to the Minute When You Put Better Spirits In It!"

Perk-up your potions with better spirits, SCHENLEY spirits . . . Black Label and Red Label ... whiskies "melded" by a secret SCHENLEY method that creates better spirits by permitting their weight reduction without flavor destruction. Buy the best!







The Types of American Beauty is anticore by FRANK NAGY as photographed by ANDE THE BEAUTY

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So You Can't Smoke a Pine



"The efficiency expert salcised use to marry her and hire a good secretary"

So You Coa't Smake a Pine

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"The committee has decided to put your face on every ad in this enougaless"



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Esserian Kodela Congress, Rochester, N. Y.

Kodachrome Film





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ESQUINE

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May, 1940

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Man the Kitchenette

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ESQUERK Nog. 1010



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Poets Can Learn from Aerobats

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A Squirmer Is Never Well Dressed...



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Good Judges of Fine Bourbon Whiskey always look for this Signature

If you've a More for free Kentucky groins supery can hay. And for more than e finif-cornery, it has hold true to the kinds standards of a major distriller, the face



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Mag, 23:00

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"Take a tribute





*GRIPPERS

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Esquire on the Record

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Suit the music to your mood WITH VICTOR RECORDS

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Choose your raincoat from these Style Leaders



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"Her name is Dirie-and buy, is it true!!?"





ESOCIES

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Short Couples Have Fun Continued from pages 15 Aid

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Every Inc. Name 1990



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The SHIRT acid 7,000,000 WINDOWS

> COOL AS AN IGLOO . . . LIGHT AS A SNOWFLAKE ... SMART AS ESQUIRE NEW "RUE DE LA PAIX" SUMMER SHIRTS

A great new vectring second such

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I GIVE YOU THE PEOPLE'S CHOICE -

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